

REMARKS

With regard to the objection to the drawings, the Examiner's attention is respectfully drawn to page 10, line 5, for a reference to item 18a, and to page 13, line 6, for a reference to item 33e. The Examiner is respectfully requested to reconsider and to remove the objection to the drawings as failing to comply with 37 CFR 1.84(p)(5), as all of the illustrated reference signs are mentioned in the description of the invention.

Claim 35 has been amended to correct the unclear text noted by the Examiner, and should be free of rejection under 35 U.S.C. 112, second paragraph. Although not noted by the Examiner, a similar amendment was made to claim 33.

Claims 1, 2, 4-22, 24, 26, 27, 29-35 and 37 are rejected under 35 U.S.C. 102(e) as being anticipated by Bendinelli et al. (US 6,061,719). This rejection is respectfully disagreed with, and is traversed below.

Bendinelli et al. describe a system wherein URLs are embedded in a closed caption portion of a transmitted television signal. The URLs are delimited from other close caption text so that a decoder (set-top box) can locate them and extract them. The extracted URLs are then used to automatically retrieve corresponding web pages, which are then purportedly displayed in synchronism with related programming. A web page retrieval device may be the set-top box, or is may be a computer separate from the television set.

The instant invention and the pending claims are not directed to embedding URLs in close caption text, nor to the automatic extraction and retrieval of corresponding web pages *per se*. One exemplary feature of this invention is the use of the combiner 20 shown in Figs. 1 and 4.

When rejecting claim 26 the Examiner referred to Bendinelli et al. col. 5, lines 9-13, for purportedly teaching a combiner for combining a TV signal (that includes commercials) with an information signal (URL) into a unified signal. What is actually stated in this reference in col.

5, lines 9-15, is the following:

"FIG. 3 shows a system 30 in which a broadcast transmitter 32 embeds URLs in television signals transmitted to viewers. As noted above, such a television signal may be received via an antenna, a cable network, a satellite receiver or other suitable receiving equipment. The set-top box 34 receives the television signal and the URLs embedded therein, and utilizes an internal decoder to extract the embedded URLs."

As was noted, the instant invention does not operate by embedding URLs in a television signal such that the embedded URLs can be extracted at a receiver.

In order to even further clarify the instant invention, the independent claims have been amended. For example claim 1 now recites in part that the method includes:

"inputting a first video feed and a second video feed to a combiner, the first video feed comprising a program/advertising video feed and the second video feed comprising information for specifying an address of a location in a global data communication system where a party associated with the program/advertising video feed can be contacted, and further comprising additional information related to the program/advertising video feed".

The method is further claimed as "transmitting a television signal obtained from an output of said combiner".

Claim 1, as further clarified by the foregoing amendment, is clearly distinguishable from the system of Bendinelli et al., who simply embed URLs into a close caption text stream of a television signal. Bendinelli et al. clearly do not disclose or suggest that at least two video feeds be combined, where one video feed comprises "a program/advertising video feed" and where the second video feed comprises "information for specifying an address of a location in a global data communication system where a party associated with the program/advertising video feed can be contacted", and further comprises "additional information related to the program/advertising video feed".

Claim 2 was amended in a similar fashion to recite:

"inputting a first video feed and a second video feed to a combiner, the first video feed comprising a program/advertising video feed and the second video feed comprising information for specifying a uniform resource locator (URL) where a party associated with the program/advertising video feed can be contacted, and further comprising additional information related to the program/advertising video feed; [and] transmitting a television signal obtained from an output of said combiner".

At least for the reasons argued above with respect to claim 1, claim 2 is also patentably distinguished from the teachings of Bendinelli et al.

Claim 13 has been clarified by amendment to recite:

"inputting a first video feed and a second video feed to a combiner, the first video feed comprising an advertising video feed that includes a commercial and the second video feed comprising information for specifying information where a party associated with the commercial can be contacted, and further comprising additional information related to the advertising video feed;

transmitting a television signal obtained from an output of said combiner; and

receiving the television signal and operating a television receiver such that a first area of a television monitor screen displays the commercial and such that a visually distinct stripe runs horizontally across the television monitor screen, the stripe displaying information from the second video feed that is descriptive at least of an Internet address of a site that is related to goods or services depicted in the commercial"

At least for the reasons argued above with respect to claims 1 and 2, claim 13 is also patentably distinguished from the teachings of Bendinelli et al.

The independent claim 26 has been amended to even further clarify the claimed combiner by reciting (in part) that the combiner is "configured to receive a first video feed as a first signal and

a second video feed as a second signal, the first video feed comprising at least one of a television program signal and an advertisement signal and the second video feed comprising an information signal to convey other information". The combiner operates to "merge said first signal with said second signal to form a unified television signal for transmission to at least one television receiver", where the unified television signal is configured to cause "a first area of a television monitor screen to display programs and advertisements, and the television monitor screen to display the other information in a second area, and during a time that the first area of the television monitor screen is displaying an advertisement for an advertiser, said unified television signal is further configured to cause the television monitor screen to display the other information in said second area for specifying an address of a location in a global data communication system where the advertiser can be contacted, in conjunction with additional information related to at least one of the advertiser or the subject of the advertisement" (emphasis added).

At least for the reasons argued above with respect to claims 1, 2 and 13, claim 26 is also patentably distinguished from the teachings of Bendinelli et al.

Support for the amendments made to claims 1, 2, 13 and 26 can be found throughout the specification and drawings, such as in Figs. 1 and 4, and at page 7, lines 13-14.

In that claims 1, 2, 13 and 26 are all allowable over the embedding of a URL in a close caption text stream as disclosed by Bendinelli et al., then all of the dependent claims 3-12, 14-25 and 27-38 are patentable as well, whether considered only in the context of Bendinelli et al. or in combination with Portuesi (claims 23 and 36) or Alexander et al. (claims 25 and 38) in the Examiner's rejection under 35 U.S.C. 103(a).

It is further noted in this regard that claim 23 does not expressly recite that "the URL 32 is above top border of the stripe 34", as stated by the Examiner (without admitting that the caption 34 of the display window 28 is analogous to the claimed stripe of this invention), instead claim 23 recites in part that the further information comprises "an identification of the advertiser, the identification being displayed such that it extends beyond a top border of said stripe into the first

area" (see, for example, Fig. 3, item 33b). The same argument applies to claim 36.

Further in this regard, the Examiner has not indicated how the embedded URLs of Bendinelli et al. would be modified to include the caption and display window of Portuesi.

With regard to claims 25 and 38, what Alexander et al. disclose in col. 30 is simply that aspects of their Electronic Program Guide (EPG) can be customized, such as the order of the channel slots in a Grid Guide, based on Viewer Preferences and Viewer Characteristics (collectively referred to as the Viewer Profile). What claim 25 is drawn to, in contradistinction, is displaying further information in the stripe as at least a portion of the additional information, where the further information is "selected at least in part as a function of a type of viewing audience of a program with which the commercial appears". It is thus clearly not admitted that the use of a Viewer Profile by Alexander et al. to modify an EPG is equivalent to the claimed selection of additional information to display in a stripe based "at least in part as a function of a type of viewing audience of a program with which the commercial appears". Further, it is not clear how the Examiner would propose to modify the embedding of URLs in close caption text, as taught by Bendinelli et al., to incorporate the modification of an Electronic Program Guide based on a user profile, as in Alexander et al.

The Examiner is respectfully requested to reconsider and remove the rejections of claims 1-38, as now clarified by amendment, over the prior art of record.

Claims 1-38 are also deemed to be allowable over the two X-designated references cited in the European Search Report for the counterpart, foreign-filed application. That is, the claims 1-38, as even further clarified by amendment, are deemed to be allowable over the electronic program guide that contains advertisements, as in WO 99/56473, and over the Java television receiver disclosed in EP 0 852 361 A3.

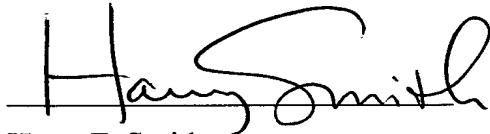
Claims 39-61 are newly added, and are also deemed to be allowable over the prior art of record. Support for the last element of independent claim 39 can be found in the specification at least at

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page 6, lines 14-18. Support for independent claim 53 can be found in the specification at least at page 8, lines 16-27. The dependent claims are also fully supported in the specification. For example, support for claims 40, 41 and 54 can be found at least at page 6, lines 10-14, and at page 13, lines 15 and 16. Support for claims 42-45 and 55 can be found at least at page 7, line 27, to page 8, line 2, and at page 6, lines 18-21. Support for the subject matter of claims 46 and 56 can be found at least at page 7, lines 16-19. Support for the subject matter of claims 47 and 57 can be found at least at page 11, line 7, and at page 13, lines 28-30. Support for the subject matter of claim 48 can be found at least at page 14, lines 17-20. Support for the subject matter of claims 49 and 58 can be found at least at page 14, lines 13-16. Support for the subject matter of claims 50, 51, 59 and 60 can be found at least at page 8, lines 25-27, and at page 11, lines 8-17. Support for the subject matter of claims 52 and 61 can be found at least at page 12, lines 21-28. No new matter is added.

The Examiner is respectfully requested to reconsider and remove the rejections of claims 1-38, as now further clarified by amendment, and to allow these claims, along with newly added claims 39-61. A favorable reconsideration that result in an early allowance of all of the pending claims is earnestly solicited.

Respectfully submitted:



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